

**MEDIA KIT**



## Reader Comments:

*“Your magazine is absolutely gorgeous. I read the whole thing, cover to cover.”*

— J.B., Altamont, NY

*“Very much enjoy your magazine and have visited many of the areas I have read about.”*

— B.Z., Watervliet, NY

*“We always look forward to a new issue and read it cover to cover. Thank you for such an interesting magazine!”*

— H.G., Pittsfield, MA

*“Love the magazine. I’ve been reading it for years. The covers are beautiful. I especially love the town pages—like Hudson and Chatham. I tear them out and go scout around for new places to see.”*

— D.R., Saratoga, NY

*“Your magazine does a nice job of capturing the vibes, flavors and happenings of the Berkshires and Greater Capital District.”*

—T.M., Rensselaer, NY

*“I am attracted to good graphics and automatically reach for this publication. I actually STUDY the ads! I like the large size of this mag[azine] and the whole layout.”*

— P.H., Albany, NY

*“I love your magazine and it has a huge following in Hampshire and Berkshire Counties.”*

# Why We’re Different

**HomeStyle** is not your average cookie-cutter magazine. We are **The Magazine of Home and Good Living**. We present curated editorial from knowledgeable local writers on food, home & design, nature, wellness, arts & entertainment, movie reviews and more. There’s a lot to see and do in our wonderful region and we bring our readers the best of the best.

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We are the **only monthly regional magazine** distributed to the **Greater Capital District in New York including Greene and Columbia Counties, and the Berkshires of Massachusetts**. Going strong since 1989, we are locally owned and operated.

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**HomeStyle** is much admired for its design. Covers are often framed because of their beauty and sophistication. **It’s not a magazine that gets tossed aside, rather it’s saved and shared.**

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Advertisers see their **ad placed near related text**, its effectiveness further enhanced by being listed in the Advertiser Index. We offer **free design services** to advertisers.

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The magazine is a **tabloid size publication** printed on high-quality, glossy stock in full color by a local printing company. Our size means **we’re not going to get lost in the shuffle.**

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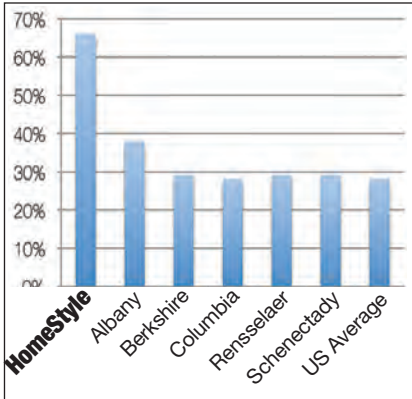
The magazine is hand-delivered to over **300 locations** in seven counties by local drivers **who know their territory**. We meticulously keep track of each and every magazine to make sure it is reaching reader’s hands.

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The online edition, **[www.readhomestyle.com](http://www.readhomestyle.com)**, is posted days before the printed issue is available. Ads are linked directly to advertiser’s websites. A preview email is sent out to over 2,800 recipients. Our **unique-user-open and click-through rates are higher than industry averages**. Issues since 2011 are archived online.

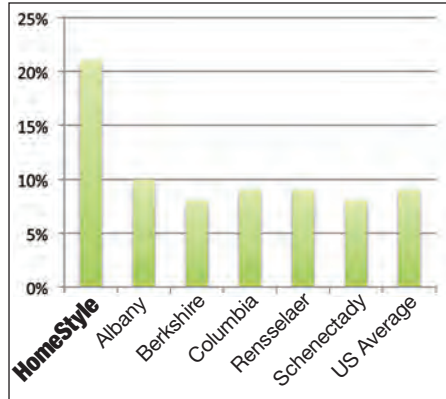
# EDUCATION

Bachelor's Degree or higher



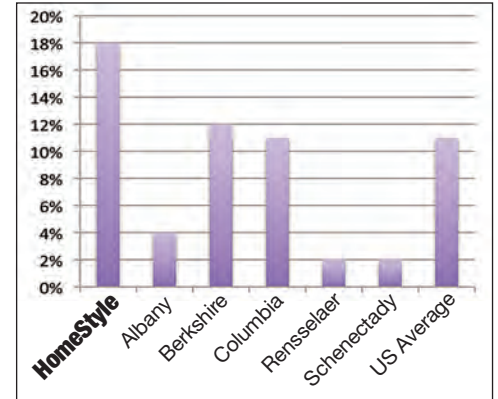
# INCOME

Over \$150,000



# HOME VALUE

\$500,000 or more



These charts represent a comparison of HomeStyle readers to national and county averages.

Source: U.S. Census Bureau, 2009-2011 American Community Survey along with a survey of HomeStyle readers in February 2013.

- 👤 62% female, 38% male
- 👤 92% are aged 40 and over
- 👤 87% are or were married
- 👤 80% hold an associate's degree or higher
- 👤 41% are employed full-time or self-employed
- 👤 46% are retired
- 👤 18% of readers pick up the magazine for its advertisers
- 👤 40% have an income of \$35,000-\$74,999
- 👤 43% have an income of \$75,000 and above
- 👤 66% own a home valued at \$200,000 or more
- 👤 88% live in this region
- 👤 92% read the magazine in print
- 👤 87% of the magazines are read by 2 or more people

## ALBANY COUNTY NEW YORK

ALBANY  
COLONIE  
DELMAR  
GUILDERLAND  
LATHAM  
LOUDONVILLE

## COLUMBIA COUNTY NEW YORK

AUSTERLITZ  
CANAAN  
CHATHAM  
CLAVERRACK  
CRARYVILLE  
EAST CHATHAM  
GHENT  
GREENPORT  
HILLSDALE  
HUDSON  
KINDERHOOK  
NEW LEBANON  
OLD CHATHAM  
SPENCERTOWN  
VALATIE

## GREENE COUNTY NEW YORK

CATSKILL  
COXSACKIE

## RENSSELAER COUNTY NEW YORK

CASTLETON  
EAST GREENBUSH  
NASSAU  
NORTH GREENBUSH  
RENSSELAER  
SCHODACK  
TROY

## SARATOGA COUNTY NEW YORK

CLIFTON PARK

## SCHENECTADY COUNTY NEW YORK

NISKAYUNA  
SCHENECTADY



## BERKSHIRE COUNTY MASSACHUSETTS

ADAMS  
BECKET  
CHESHIRE  
GREAT BARRINGTON  
HANCOCK  
LEE  
LENOX  
NORTH ADAMS  
PITTSFIELD  
SHEFFIELD  
SOUTH EGREMONT  
STOCKBRIDGE  
WILLIAMSTOWN

For a detailed distribution list, please visit our website.

## Advertiser Comments:

*“HomeStyle is in a class by itself. The magazine is a high-quality publication that continues to attract customers to our business. Our longtime presence in the magazine should say it all... it works!”*

— Mary Feiden, Earl B. Feiden  
Latham, NY

*“We have been very happy with the response to our advertising in HomeStyle. It is an excellent advertising value for the money.”*

— Richard Bodin, Hudson Home  
Hudson, NY

*“Yours is a quality publication and the advertisers are the type I want to be associated with. Yes, I do get results from the ad and want to keep running it.”*

— Paul Baker, Country Carpenters  
Hebron, CT

*“HomeStyle has played a vital role in successfully helping us reach new customers month after month, as well as keeping our loyal and existing customers in the know.”*

— Meg Stratton, Classic Country  
East Chatham, NY

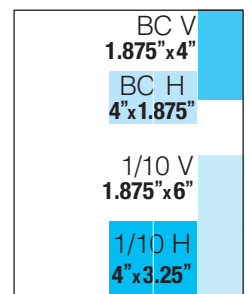
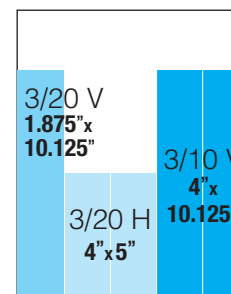
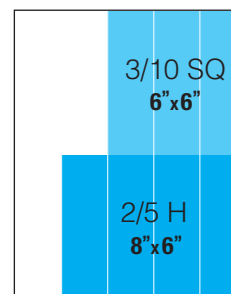
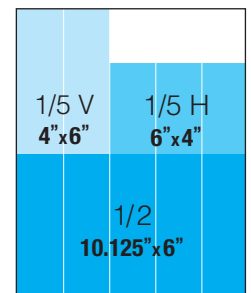
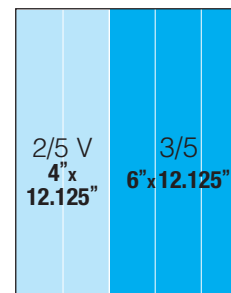
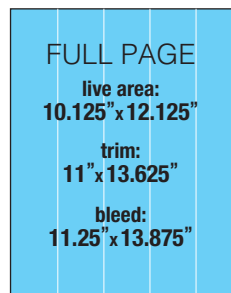
*“As you know, we are very loyal to your publication.”*

— Valerie Winig, Wingate Ltd.  
Great Barrington, MA

## 2018 Rate Card (Effective 1/1/2014)

HomeStyle is a five-column, tabloid-format magazine printed on premium glossy stock, distributed at the beginning of each month. Rates are **per insertion** for full-color advertisements.

Size	Number of insertions:	12x	6x	3x	1x
<b>Full Page</b> 10.125" w. x 12.125" h.		\$1792	\$1887	\$1986	\$2091
<b>3/5</b> 6" w. x 12.125" h.		\$1154	\$1216	\$1280	\$1347
<b>1/2</b> 10.125" w. x 6" h.		\$977	\$1028	\$1083	\$1140
<b>2/5</b> 8" w. x 6" h. <b>or</b> 4" w. x 12.125" h.		\$798	\$840	\$885	\$931
<b>3/10</b> 4" w. x 10.125" h. <b>or</b> 6" w. x 6" h.		\$616	\$652	\$686	\$720
<b>1/5</b> 6" w. x 4" h. (horizontal or vertical)		\$418	\$440	\$463	\$487
<b>3/20</b> 4" w. x 5" h. <b>or</b> 1.875" w. x 10.125" h.		\$351	\$368	\$387	\$408
<b>1/10</b> 4" w. x 3.25" h. <b>or</b> 1.875" w. x 6" h.		\$258	\$272	\$287	\$302
<b>Business Card</b> 4" w. x 1.875" h. (horizontal or vertical)		\$168	\$172	\$184	\$194
<b>Inside Back Cover</b> bleed: 11.25" w. x 13.875" h.		\$2303	\$2424	\$2550	\$2687
<b>Inside Front Cover</b> bleed: 11.25" w. x 13.875" h.		\$2561	\$2695	\$2838	\$2986
<b>Back Cover</b> bleed: 11.25" w. x 13.875" h.		\$2988	\$3154	\$3311	\$3487



**DIGITAL FILE REQUIREMENTS:** Our preferred file format is PDF-X1a. Jpg or flattened tif files are also acceptable. The file should be at 100% of size, 300 dpi resolution in a CMYK format, with all fonts embedded. We **DO NOT** accept Microsoft Word, Publisher or PowerPoint files. Files can be emailed to [ads@readhomestyle.com](mailto:ads@readhomestyle.com). Contact us for more information.

**TERMS:** Please see our website ("to advertise" tab) for complete information.

Berkshire & Greater Capital District  
**HOMESTYLE**  
The region's magazine of home & good living.

216 Clark Road, Chatham, NY  
**518-392-3604**  
[www.readhomestyle.com](http://www.readhomestyle.com)  
[info@readhomestyle.com](mailto:info@readhomestyle.com)